Claims

1. A process for manufacturing a transfer medium, particularly for ink-jet printing, comprising the steps:

(a) applying a first aqueous liquid to the front side of a base substrate to be printed, wherein the base substrate has a porosity of 0-1,000 ml/min, preferably 0- 200 ml/min, more preferably 0-100 ml/min, and the first aqueous liquid comprises at least one hydrophilic organic polymer selected from the group consisting of polyacrylic acid, polyacrylester, polyacrylamide, polyvinyl alcohol, a copolymer comprising at least one of an acrylic acid, acrylic acid ester, acryl amide and vinyl acetate or salts thereof, and subsequent drying; and

(b) optionally applying a second aqueous liquid to the reverse side of the base substrate and subsequent drying, the second liquid optionally comprising a hydrophilic polymer, selected from the group consisting of polyacrylic acid, polyacrylester, polyacrylamide, polyvinyl alcohol, a copolymer comprising at least one of an acrylic acid, acrylic acid ester, acryl amide and vinyl acetate or salts thereof.

2. The process according to claim 1, wherein the base substrate is selected from the group consisting of paper, plastic, or metal.

3. The process according to claim 1 or 2, wherein the hydrophilic organic polymer is polyacrylic acid or a salt thereof (polyacrylate), and is preferably present in the first aqueous liquid from 1-50 wt.-%, preferably 2-20 wt.-%, based on the total mass of the first aqueous liquid.

4. The process according to any of claims 1-3, wherein the first aqueous liquid further comprises at least one filler, such as an inorganic oxide, preferably Si02 or Ti02, e.g. in nanoparticulate or microparticulate form.

5. The process according to claim 4, wherein the first aqueous liquid comprises from 0.2-10 wt.-%, preferably 1-5 wt.-%, of filler based on the total mass of the first aqueous liquid.

6. The process according to any of claims 1-5, wherein the first aqueous liquid further comprises at least one alkaline salt, such as a (hydrogen)carbonate, silicate, aluminate, or phosphate salt, which is preferably present in the first aqueous liquid from 0.2-10 wt.-%, preferably 1-5 wt.-%, based on the total mass of the first aqueous liquid.

7. The process according to any of claims 1-6, wherein the second aqueous liquid comprises a hydrophilic polymer such as polyacrylate, starch, cellulose or derivatives thereof.

8. The process according to any of claims 1-7, wherein the first and optionally the second aqueous liquid is applied to the base substrate in an amount of 10-40 g/m$^2$, preferably 15-25 g/m$^2$.

9. The process according to any of claims 1-8, wherein after drying of the first aqueous liquid a coating having a dry weight of 0.2-25 g/m$^2$, preferably 0.2-5 g/m$^2$, is obtained on the front side of the base substrate.

10. The process according to any of claims 1-9, wherein after drying of the first aqueous liquid a coating layer having a porosity of greater than 100 ml/min is obtained on the front side of the base substrate.

11. Use of an aqueous liquid which comprises at least one hydrophilic organic polymer selected from the group consisting of polyacrylic acid, polyacrylester, polyacrylamide, polyvinyl alcohol, a copolymer comprising at least one of an acrylic acid, acrylic acid ester, acryl amide and vinyl acetate or salts thereof, at least one filler and at least one alkaline salt for the production of a transfer medium, particularly for ink-jet printing.

12. A transfer medium, particularly for ink-jet printing, wherein the front side of a substrate to be printed has a porosity of 0 – 1,000 ml/min, preferably 0 -200 ml/min, more preferably 0 – 100 ml/min, and is coated with a coating comprising at least one hydrophilic organic polymer selected from the group consisting of polyacrylic acid, polyacrylester, polyacrylamide, polyvinyl alcohol, a copolymer comprising at least one of an acrylic acid, acrylic acid ester, acryl amide and vinyl acetate or salts thereof.

13. A process for printing a transfer medium, wherein sublimable pigments are applied to the front side of a transfer medium according to claim 12, for example by ink-jet printing.

14. A printed transfer medium for printing articles, in particular textiles, wherein sublimable pigments are applied to the front side of the transfer medium according to claim 12.

15. A process for printing onto articles, in particular textiles, wherein the article to be printed is brought into contact with a printed transfer medium according to claim 14 at increased temperature, such that sublimable pigments are transferred from the transfer medium to the article to be printed.

16. A process according to any of claims 1-10, wherein the first aqueous liquid further comprises at least one polyhydric alcohol, such as glycerol, preferably in an amount of 0.1-1.5 wt.-% based on the total mass of the first aqueous liquid.